

TIPS FOR WRITING GOALS, OBJECTIVES, AND OUTCOMES

The difference between Goals and Objectives:

- Goals are broad; objectives are narrow.
- Goals are general intentions; objectives are specific.
- Goals are abstract; objectives are concrete.
- Goals can't be validated as is; objectives can be validated.

Goals

A goal is a broad, general statement that identifies the long-range purpose of the program. It is the desired result or outcome.

Examples of Goals

These are examples of weak goals because they are vague and do not identify the long-range goal to be attained.

Weak Goal Statements

- To continue the work of the advocate
- To continue funding this position
- Make sure all victims receive a brochure
- Reduce domestic violence and sexual assault

These are examples of strong goals because they are specific and identify the goal to be achieved.

Strong Goals Statements

Prosecutors:

- The goal of our program is to decrease the impact crime leaves on victims by providing them with support, equipping them to be informed of their rights, and assisting victims in the criminal justice process.

Court Appointed Advocates for Children (CASA):

- The goal of our CASA Program is to provide advocacy to child victims who are waiting for an advocate in their CHINS case ensures that each child is represented at an appropriate level of intervention.

Victim Advocates (non-profits):

- The goal of our program is to foster relationships with community partners to provide services that address intimate partner violence through training, client support, and referral services.

Objectives

Objectives are nothing more than the means for achieving the goals (the activities performed on the way to achieve the goal). Objectives are specific, measurable, achievable, relevant, and time framed. Program objectives that are measurable become the benchmark by which progress towards achieving the goal is evaluated. A minimum of three objectives is suggested.

SMART Objectives

Specific: Use specific rather than generalized language. Clearly state the issue, the target group, the time and place of the program.

Measurable: Be clear in the objective about what will be changed and by how much. Setting this clearly at the start makes it easier to evaluate.

Achievable: Be realistic about what the program can achieve in terms of the scale/scope of what is being done, the time, and resources available.

Relevant: Needs to align with current program tasks and project and focus in one defined area.

Time Framed: Clearly defined timeframe including a target or deadline date.

Examples of Objectives

These are examples of weak objectives because they are vague and may not be measured.

Weak Objectives

- To continue the work of the advocate.
- To decrease the number of domestic violence calls to law enforcement in the county.
- To expand public awareness activities.

Strong Objectives - Specific and measurable

Prosecutors:

- 75% of all victims of crime served by our office during the grant period will have an increased confidence and improved understanding of the criminal justice system.

Court Appointed Advocates for Children (CASA):

- To increase CASA volunteer numbers by 10% over last year during this grant period. This will be accomplished by holding 2 extra training sessions.

Victim Advocates (non-profits):

- To increase timely referrals for services to victims of crime. Throughout the funding period, the agency will provide ongoing outreach/training, education, and developmental opportunities for these target audiences. The net result of the education and collaborations will be a 15% increase in referrals from community partners.

Outcomes

If the objectives outline the activities to be undertaken in order to reach the goal; then the outcomes measure the impact the activities had on those you served with your program. Measurable program outcomes enable service providers to demonstrate the effectiveness of their efforts. In other words, did those who attended your training learn the material; do victims you counseled report they are more hopeful; can victims demonstrate new ways they learned to remain safe?

Examples of Outcomes

Weak Outcomes

- 500 victims were helped.
- 30 officers were trained.
- 200 child abuse victims were interviewed.

Strong Outcomes

Prosecutors:

- Exit surveys will indicate that victims have a better understanding of the criminal justice system and are able to move forward in the justice process with confidence.

Court Appointed Advocates for Children (CASA):

- Seventy-five (75) new volunteers will be fully trained, sworn in, and actively serving a total of approx. 187 child victims in their first year of service.

Victim Advocates (non-profits):

- Adults and youth that receive services from our agency and community partners will experience less abuse and an increase in safety and well-being.